

INVOICE



WKMG
4466 N. John Young Pkwy
Orlando, FL 32804
TEIN: 06-0903509
Main: (407)291-6000
Billing: (407)521-1238

http://www.local6.com

Billing Address:

Crossroads Media, LLC
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WKMG
PO Box 864255
Orlando, FL 32886-4255
TEIN: 06-0903509

Invoice #	Invoice Date	Invoice Month	Invoice Period
254671-2	08/02/12	August 2012	07/30/12 - 07/30/12

Station	Account Executive	Sales Office	Sales Region
WKMG	Kristen Waskie	MMT/Philadelph	National

Advertiser	Product	Estimate Number
POL/American Crossroads	AMERICAN CROSSROADS	828

Flight Dates	Order #	Alt Order #
07/20/12 - 07/30/12	254671	06243377

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
	11	27

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	07/20/12	07/27/12	Morn News at 6a	6-7a	----1--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/16/12 07/22/12 ----1-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WKMG 07/30/12 6:53 AM Morn News at 6a 6-7a :30 USPRTV11ACH \$500.00 NM MG for 10.1 07/20									
15	07/30/12	07/30/12	M-F 11p News	11-1135p	1-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 1----- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 07/30/12 11:26 PM M-F 11p News 11-1135p :30 USPRTV11ACH \$1,800.00 NM									
17	07/23/12	07/30/12	Price Is Right	11a-12p	1-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 1----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKMG 07/30/12 11:29 AM Price Is Right 11a-12p :30 USPRTV11ACH \$800.00 NM									
18	07/30/12	07/30/12	Soaps	12:30-2p	1-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 1----- 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 07/30/12 12:29 PM Soaps 12:30-2p :30 USPRTV11ACH \$800.00 NM									

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.

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254671-2	08/02/12	August 2012	07/30/12 - 07/30/12
Advertiser		Product	Estimate Number
POL/American Crossroads		AMERICAN CROSSROADS	828

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	07/23/12	07/30/12	Local 6 News 12-1230p	12-1230p	1-----	:30	1	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 1----- 1 \$700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKMG 07/30/12 12:12 PM Local 6 News 12-1230p 12-1230p :30 USPRTV11ACH \$700.00 NM									
22	07/23/12	07/30/12	News at 6p	6-630p	1-----	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 1----- 1 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKMG 07/30/12 6:24 PM News at 6p 6-630p :30 USPRTV11ACH \$1,000.00 NM									
23	07/30/12	07/30/12	Morn News at 6a	6-7a	1-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 1----- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 07/30/12 6:14 AM Morn News at 6a 6-7a :30 USPRTV11ACH \$500.00 NM									
24	07/23/12	07/30/12	CBS Eve News	630-7p	1-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 1----- 1 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKMG 07/30/12 6:59 PM CBS Eve News 630-7p :30 USPRTV11ACH \$1,800.00 NM									
27	07/30/12	07/30/12	Rachael Ray	9-10a	1-----	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 1----- 1 \$350.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMG 07/30/12 9:24 AM Rachael Ray 9-10a :30 USPRTV11ACH \$350.00 NM									

Total Spots 9 **Gross Total** \$8,250.00

Payment Terms 30 Days

Agency Commission \$1,237.50
Net Amount Due \$7,012.50

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